



**Midland  
Fairgrounds**

**Rising  
Strong**



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**A Fund Development Campaign  
to Enhance Quality of Life and  
Improve Economic Development  
in the Region and State**





# Midland Fairgrounds Equestrian Center

State-of-the-art amenities and an expansive layout will make the new Equestrian Center a destination to attract visitors and events from throughout Michigan and beyond.

## Modern Amenities

Everything under one roof.

- 95,000-square-foot addition
- 400 horse and animal stalls
- Fully-enclosed
- Heating and ventilation system
- Modern bathrooms
- Heated wash racks
- Practice and show arenas
- Vending and office areas

The Midland Fairgrounds is rising strong to benefit the community and entire state.

We're improving our facilities to become more modern, and better able to accommodate thousands more people, hundreds more animals, and even more shows to meet the needs of a growing industry.

The new Equestrian Center will be the only year-round facility with multiple arenas in Michigan, enhancing quality of life, attracting thousands more visitors, and adding significant dollars to the local economy.

And it's all aligned to the Fairgrounds' Master Plan to promote growth, economic development, and interest in agriculture in the region and throughout the state of Michigan.

**"The new Equestrian Center will become a hub for the Fairgrounds and the greater Midland community, attracting horse and animal lovers alike, and remaining a significant contributor to the local economy."**



– Margaret Wegner, Fairboard President and Honorary Rising Strong Chairwoman



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## Year-Round Use

This four season facility will attract customers later into the winter months and be ready to greet new guests earlier in the year, before the spring flowers bloom.

- Livestock exhibitions
- Horse shows
- Festivals
- Company picnics
- Rallies

## Family Fun Destination

Every year, the Midland Fairgrounds welcomes over 375,000 visitors. When the new center is open, an additional 30,000 people will stay at local hotels, buy food and fuel, shop, eat at area restaurants, utilize services from local professionals, explore our attractions, and engage in the Midland community.

## Youth Education

A place for youth to participate in activities and learn lifelong skills.

- Agriculture Education
- Clinics
- Seminars
- Collegiate and high school equestrian events

## Leveraging Local Talent

Construction of the Four Season Equestrian Center will involve multiple local contractors and tradespeople for a 6-to-8-month project and is expected to create one new full-time position and several part-time jobs once in full operation.

**Fast Facts.** The numbers tell the story.

**95,000**  
square-foot  
addition

**400+**  
horse stalls

**160,000**  
square feet of  
indoor space  
throughout the  
fairground

**405,000+**  
visitors  
annually

Generates  
**\$3.7+**  
million in new  
transactions  
each year

Supports  
equivalent of  
**55+** jobs



## Be Part of the Excitement

We need your support and commitment to make this significant community enhancement possible. There are many options for contributing to this effort. Please donate today.

### Giving Levels

**Harvester** | \$50,000+

**Grower** | \$25,000+

**Cultivator** | \$10,000+

**Planter** | \$5,000+

**Fertilizer** | \$2,500+

**Gardener** | \$1,000+

**Friend** | \$1 - \$500+

**Additional Donor Options Available**

**Midland Fairgrounds is rising strong!**  
**You can be part of its thriving future.**  
**Contribute today.**

**Visit [midlandfair.com](http://midlandfair.com) to learn more  
or donate.**



[midlandfair.com](http://midlandfair.com)



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